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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re Application of:

**Jerding et al.**

Serial No.: **09/590,434**

Filed: **06/09/2000**

For: **Video Promotional and Advertising Systems for  
Video on Demand System**

Confirmation No.: **1996**

Group Art Unit: **2614**

Examiner: **Beliveau, Scott E.**

Docket No. **A-6594 (191910-1480)**

**RESPONSE TO OFFICE ACTION (WITH AMENDMENTS)**

Mail Stop: Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

**RECEIVED**

**AUG 02 2004**

**Technology Center 2600**

Sir:

The outstanding Office Action mailed April 22, 2004 has been carefully considered. In response thereto, please enter the following amendments in which claims 72-95 and 105-108 are canceled and claims 109-117 are newly added. Claims 96-104 and 109-117 are now pending in the present application. Reconsideration and allowance of the application and presently pending claims, as amended, are respectfully requested.

**AUTHORIZATION TO DEBIT ACCOUNT**

It is believed that no extensions of time or fees for net addition of claims are required, beyond those which may otherwise be provided for in documents accompanying this paper. However, in the event that additional extensions of time are necessary to allow consideration of this paper, such extensions are hereby petitioned under 37 C.F.R. § 1.136(a), and any fees required therefor (including fees for net addition of claims) are hereby authorized to be charged to deposit account no. 20-0778.